



Euromonitor
International

NRT Smoking Cessation Aids in the Netherlands

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Ongoing consumer desire to quit smoking has positive impact on demand
- Patches see upturn in demand as players invest in more innovative products
- Haleon Netherlands BV maintains success through strong commitment to new product development and widespread distribution

PROSPECTS AND OPPORTUNITIES

- Investment in new products, including NRT lozenges should help to capture consumer interest
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DISCLAIMER

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